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From: Schneider, Rita on Fri, Aug 25, 1995 4:23 PM
Subject: Revised media brief
To: Berk, Shanna; Lemke, Keri
Cc: DAlessandro, Giuseppe; Marin, Wendy; Marryshow, Karen; Rush, Sonya; Simons, Renee
File(s): virg.slims 1996 brief

Enclosed is the revised Virginia Slims 1996 media brief:
Keri: I faxed it to your attention.

Changes were made in 2 areas:
Ethnic skew: recent data does not indicate any growth in the African American market, and therefore, impressions should allign with volume contribution vs. the more aggressive stance proposed in the earlier brief. While this does not apply to you directly, this should reduce the

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